

MTD Sales
644.22 L

Brand Share %
19.08 %

Information:

MTD : 01-07-2025 To 26-07-2025

* Branch where in Brand Share % is less than Overall State's Brand Share **19.08 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	547.79	17.27 %
Home-The	96.44	47.19 %
Total	644.22	19.08 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	139.53	23.64 %
CHENNAI-02	94.34	24.07 %
SOUTH-03	92.40	22.19 %
TRICHY-01	76.34	17.83 %
CHENNAI-01	62.38	14.75 %
WEST-02	59.97	15.90 %
WEST-01	58.64	21.46 %
SOUTH ARCOT	37.16	16.60 %
NORTH ARCOT	20.71	9.14 %
KL-SOUTH	2.76	10.83 %
Total	644.22	19.08 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	118.24	21.32 %
Home-The	21.29	60.09 %
Total	139.53	23.64 %

Branch *	MTD Sales L	Brand Share %
TYI1	3.27	17.41 %
VLY1	3.13	17.70 %
MMT1	1.40	10.64 %
TKY1	1.07	11.79 %
RND1	1.01	6.71 %
TVL2	0.97	9.93 %
SNL1	0.95	6.32 %
STU2	0.89	8.92 %
ERL1	0.83	11.74 %
KGL1	0.76	14.20 %
APK1	0.50	5.57 %
VKM1	0.47	8.60 %
PDI1	0.36	4.91 %
TCN1	0.34	3.27 %
ARM1	0.33	6.17 %
KYR1	0.27	6.74 %
KSM1	0.26	7.45 %
SDI1	0.20	1.82 %
PKD1	0.19	2.02 %
UDN1	0.13	1.59 %
ASM1		0.00 %
COL1		0.00 %
S2SD		0.00 %
Total	139.53	23.64 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	82.81	22.53 %
Home-The	11.52	47.50 %
Total	94.34	24.07 %

Branch *	MTD Sales L	Brand Share %
CH34	1.05	8.17 %
CH24	0.87	8.87 %
CH43	0.66	5.59 %
UKI1	0.26	2.81 %
CH46	0.20	6.63 %
GPD1	0.19	2.14 %
PON1	0.16	2.09 %
CH32	0.15	12.92 %
CH17	0.13	1.18 %
CH01		0.00 %
CH23		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
Total	94.34	24.07 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	78.79	20.12 %
Home-The	13.61	54.99 %
Total	92.40	22.19 %

Branch *	MTD Sales L	Brand Share %
ATG1	3.39	17.75 %
MDU5	1.30	16.30 %
CBM1	1.09	4.81 %
BTU1	0.81	17.39 %
USL1	0.63	7.15 %
ADP1	0.57	9.77 %
MLR1	0.50	7.85 %
KRR1	0.48	5.70 %
DKI1	0.47	4.17 %
CMR1	0.41	11.30 %
PNV1	0.34	4.59 %
MDU4	0.21	2.74 %
KKD2	0.13	1.92 %
NKI1	0.13	3.46 %
PVI1	0.13	1.64 %
KPT1		0.00 %
MDWH		0.00 %
MNM1		0.00 %
MPA1		0.00 %
NTM1		0.00 %
ODM1		0.00 %
PKM1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TPT1		0.00 %
WHMD		0.00 %
PNI1	-0.12	-3.10 %
Total	92.40	22.19 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	66.79	16.35 %
Home-The	9.55	48.30 %
Total	76.34	17.83 %

Branch *	MTD Sales L	Brand Share %
MVM1	3.85	13.48 %
TNJ2	2.97	12.62 %
KUM1	2.73	10.82 %
PDK1	1.17	15.10 %
PTK1	0.94	4.98 %
MSI1	0.70	9.15 %
KRN1	0.69	15.82 %
TTP1	0.60	6.68 %
NGT1	0.58	3.98 %
NMM1	0.52	6.31 %
APM1	0.37	8.94 %
ORU1	0.34	5.85 %
AYR1	0.33	4.93 %
NCK1	0.19	3.31 %
TVR1	0.15	1.55 %
KIK1	0.08	0.80 %
TZSD		0.00 %
Total	76.34	17.83 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	55.05	13.81 %
Home-The	7.33	30.23 %
Total	62.38	14.75 %

Branch *	MTD Sales L	Brand Share %
CH14	5.82	18.18 %
CH16	3.44	10.41 %
CH19	2.58	12.01 %
SKL1	1.71	17.29 %
CH11	1.46	15.06 %
CH45	1.03	6.23 %
CH28	0.69	3.74 %
CH35	0.67	6.45 %
GUD1	0.64	4.22 %
CZWH	0.63	10.88 %
CH39	0.55	7.58 %
TKM1	0.47	6.59 %
CH40	0.34	10.71 %
CH42	0.27	1.71 %
AVD1	0.15	0.74 %
CH37	0.14	3.91 %
MRM1	0.13	1.14 %
CGL1		0.00 %
CH26		0.00 %
CH38		0.00 %
GUD2		0.00 %
MC09		0.00 %
MC10		0.00 %
WCHN		0.00 %
WHC3		0.00 %
Total	62.38	14.75 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	47.81	13.54 %
Home-The	12.16	50.57 %
Total	59.97	15.90 %

Branch *	MTD Sales L	Brand Share %
NKL2	1.70	11.02 %
TRM1	1.23	9.31 %
MCR1	1.14	8.40 %
PDR1	1.14	12.65 %
SLM2	1.13	8.19 %
PMP1	0.96	11.53 %
PLC1	0.95	9.50 %
DPR2	0.78	15.91 %
VKL1	0.55	10.00 %
VPD1	0.55	4.96 %
EDP1	0.49	6.25 %
APN1	0.36	4.74 %
CMI1	0.28	6.88 %
ATU1	0.15	2.21 %
KMM1	0.13	2.24 %
BMD1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
KVP1		0.00 %
OML1		0.00 %
SGG1		0.00 %
SGI1		0.00 %
WZWH		0.00 %
Total	59.97	15.90 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	48.91	19.43 %
Home-The	9.73	45.30 %
Total	58.64	21.46 %

Branch *	MTD Sales L	Brand Share %
SNR1	1.00	9.65 %
CBE1	0.97	12.65 %
TPR2	0.95	7.18 %
GDR1	0.67	11.96 %
KMD1	0.51	10.18 %
MPM1	0.36	5.45 %
TPR1	0.36	3.06 %
DPM2	0.26	4.01 %
SYM2	0.22	4.37 %
TPR4	0.14	1.64 %
TPR3	0.13	2.69 %
PDM1	0.09	2.21 %
ANR1		0.00 %
AVI1		0.00 %
CBE3		0.00 %
CNR1		0.00 %
GBM1		0.00 %
KGM1		0.00 %
PPI1		0.00 %
WHCB		0.00 %
WZSD		0.00 %
Total	58.64	21.46 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	31.62	15.00 %
Home-The	5.54	42.38 %
Total	37.16	16.60 %

Branch *	MTD Sales L	Brand Share %
POY1	3.66	17.57 %
NVL2	1.34	10.48 %
TRK1	1.12	5.89 %
SJI1	0.89	11.26 %
KLM1	0.85	6.67 %
ULP1	0.50	3.44 %
PRT1	0.42	5.04 %
TDM1	0.41	3.82 %
MKM1	0.36	8.00 %
VCM1	0.34	3.74 %
KML1		0.00 %
STP1		0.00 %
TVM1		0.00 %
WHUT		0.00 %
Total	37.16	16.60 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	15.15	7.17 %
Home-The	5.56	36.11 %
Total	20.71	9.14 %

Branch *	MTD Sales L	Brand Share %
KPM2	2.21	9.45 %
VEL2	2.04	18.66 %
GDM1	1.16	10.69 %
VNB1	0.95	12.95 %
CGM1	0.66	8.81 %
ABR1	0.54	5.12 %
CYR1	0.46	9.81 %
BGR1	0.41	7.39 %
SLG1	0.34	7.46 %
UGI1	0.34	5.49 %
PLR1	0.27	7.06 %
PTU1	0.26	8.17 %
ANI1	0.21	4.41 %
TRT1	0.20	2.62 %
WJD1	0.15	1.30 %
AKM1	0.13	1.17 %
ARC2		0.00 %
CPT1		0.00 %
KPM1		0.00 %
SBR1		0.00 %
VEL1		0.00 %
VSI1		0.00 %
WHVL		0.00 %
WJP1	-0.02	-0.35 %
Total	20.71	9.14 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	2.62	11.12 %
Home-The	0.14	7.22 %
Total	2.76	10.83 %

Branch *	MTD Sales L	Brand Share %
TVP1	1.79	9.91 %
PAS1	0.97	13.11 %
Total	2.76	10.83 %